

- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

A handwritten signature in black ink, appearing to read "Ruth Tasquerra". The signature is fluid and cursive, with a large initial "R" and a long, sweeping underline.

PTA Member  
Riverdale, NJ

March 27, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Southwest Guilford High School PTSA, High Point, N. C. to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Mary M. Breedlove*

Mary M. Breedlove  
Chairperson, Legislation  
Southwest Guilford High School PTSA  
High Point, NC

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March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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FCC MAIL ROOM

MAR 31 1997

RECEIVED

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am writing on behalf of the National PTA and the Bluford Communications Magnet PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Kathryn Barber*

Greensboro, North Carolina

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Howard and Dawn Pollard  
3636 West Point  
Dearborn, MI 48124  
313/277-1393

March 27, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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MAR 31 1997

RECEIVED

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am writing on behalf of the National PTA, Nowlin PTA and myself to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the Television Rating Implementation Group, on January 17, 1997. The rating symbol on the Television screen does not provide sufficient content information so that parents can make decisions about what is appropriate Television programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the national PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the Television industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry Television scheduling is useless.

For years we have put up with what the Television industry views as appropriate for children to watch and I certainly **do not** agree with their opinions. Our world would be a far better place if today's programming would not contain sexual innuendo, sexual depiction, nudity, violence, bad language, etc. There is absolutely no need for these things to be in Television for children and adults to enjoy them. We have enough violence around us, we don't need to see more on the television screen!

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the Television screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue **so important** to children and families.

Sincerely,

  
Dawn L. Pollard

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## SAMPLE LETTER TO THE FCC

*Your letter must be received by April 8, 1997*

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am (we are) writing on behalf of the National PTA and the Briarlake (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Your Name  
Town, State

Caral Rice, Co-President Briarlake PTA

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M. Street N. W., Room 222  
Washington, DC 20554

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MAR 5 1 1997

RECEIVED

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am writing to voice my opposition to the v-chip rating system as presented by the TV Rating Implementation Group. I don't believe that the rating symbol on the TV screen provides sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. I do not want the TV industry to interpret what is best for my children. I want to make those choices myself based on content information about the program. Any rating system without content descriptions on the screen and in periodicals that carry TV schedulings is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request that a content-based rating system be adopted which includes symbols about program content such a V (for violence), S (for sexual depiction and nudity), and L (for language). To assure that this rating system meets families' needs, I recommend that any proposed system be evaluated independent of the entertainment industry and the FCC.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Carolyn B. Watson*

Summerville High School  
Summerville, SC

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501 Leesville Rd.  
Lynchburg, VA. 24502

March 24, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W. , Room 222  
Washington, DC 20554

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MAR 31 1997

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Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

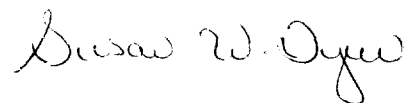
I am writing to you on behalf of the Heritage Elementary School Parent Teacher Association to voice our opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997.

The system proposed by Mr. Valenti serves the television industry and does not help parents evaluate and screen television programming for their children. We demand that the evaluation of program content be put in the hands of parents and not in the hands of the television industry marketers.

Specifically, we do not want the rating system to tell us the age appropriateness of a program. We will decide that. We want a system that will tell us the program content (violence, sex, language etc.). Based on that information we will decide what is right for our children. This PTA fully supports and endorses a descriptive content-based rating system which has been clearly defined and presented to you by our National PTA.

We look forward to your actions on this landmark opportunity to put responsibility and authority in the hands of parents.

Sincerely,



Susan W. Tyree  
President

cc: Joan Dykstra, President, National PTA

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March 14, 1997

MAR 15 1997

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Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, D.C. 20554

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Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

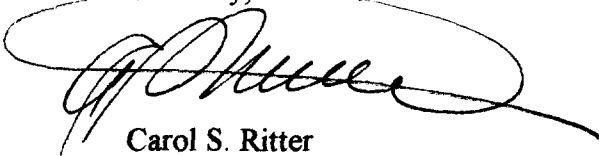
I am writing on behalf of the National PTA and the Pennsylvania PTA to state my opposition to the proposed v-chip rating system presented by Jack Valenti, Chair of the TV Rating Implementation Group on January 17, 1997. I believe that the rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate for their children to watch. Parents want a rating system that gives them information regarding the **content** of programs, a fact that was evident in recent surveys released this fall. I do not want the TV industry to decide what is best for my children, I want to decide that for myself. Give me the content of the programs so that I might make an informed decision. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

I do not believe that the industry's rating system meets the statutory requirements of the Telecommunications, as required by law, as so I ask that the FCC not approve the industry rating system. I would like to request that:

- Under no circumstances should the FCC approve the industry's rating system. The FCC should approve no system that does not include content information about programs (V for violence, L for language, etc.).
- The FCC require a v-chip band that would be broad enough to allow parents to receive more than one rating system.
- The icon on the TV screen be larger and remain on the screen longer.
- The rating board be independent of the TV industry and that it include parents.

Thank you for the opportunity to provide input into this issue that is so important to children and families.

Sincerely,



Carol S. Ritter  
Bath, PA 18014

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March 27, 1997

Chairman Reed Hundt, Honorable Commissioners  
Federal Communications Commission  
1919 M Street NW, Room 222  
Washington, D.C. 20554

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Dear Chairman Hundt and Commissioners:

We write as parents and concerned citizens to voice our opposition to the v-chip rating system proposed by Jack Valenti and the Television Industry group. We have two sons, ages six and three, and are very concerned about what comes into our home for them to watch. We are also aware that technology exists to provide parents (and indeed any viewers) with information about program content. We strongly urge you to approve only a system that makes the best use of such technology, and acts as a tool for *parents* and *viewers*.

The rating system proposed by the industry group ("TV-Y", "TV-Y7", etc.) has many shortcomings:

- First, and foremost, it places decisions about what is appropriate for children of different ages in the hands of the television industry, rather than parents. The TV industry has a vested interest in having its programming reach as many people as possible; in the proposed rating system it is too tempting and too easy for them to place this interest above the interests of our nations children.
- It fails to provide parents with information about what specific content characteristics render individual programs objectionable, so they can take into account the characteristics of their own children. The proposed system puts all 7-to-13 year olds in the same equivalence class and labels them "Older Children". This is ludicrous. Given that the set of labels must be limited, it clearly makes more sense to lump all violent content into the same equivalence class and label it "Violence", and similarly with nudity, strong language, etc.
- Recently-announced research results show that the industry-proposed system was the *only* one, among several tested, that actually *attracted* children to watch inappropriate programming, *simply because of its label*. Obviously children want to be mature and act like grown ups. The proposed system says to them, "Hey, only mature people watch this show, so if you watch it and like it, you'll be mature." This result alone should be enough to disqualify the system from approval.

We understand that the FCC is required by law to determine whether the industry's rating system meets statutory requirements of the Telecommunications Act of 1996. We do not believe that it does so, and *strongly urge that the FCC not approve the industry rating system in any form*.

We require a rating system that:

- Provides specific information, and as much information as possible, on the type of content contained in each program. At a minimum this should include e.g. "V" for

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violence, "S" for sexual themes, "N" for nudity, "L" for language, etc.

- Includes labeling information provided by an entity *independent of the television industry*. This information might be supplemented by industry-provided labels. It is certainly technically possible to support multiple rating systems, and to allow consumer selection of the system information displayed. If this is not done, it *must not* be the industry that provides the labeling information.
- Has been evaluated by independent research and found to meet the needs of parents.

In the absence of such a system, we, like many parents, will have no choice but to reject broadcast television as a medium of entertainment for our children. This outcome serves neither the public interest nor the interest of the industry.

No doubt you will hear cries of "censorship!" from the TV industry. But the TV industry has become almost unbelievably powerful through the use of an increasingly valuable public resource, the broadcast spectrum. The rating system we require would not *prevent* the industry from broadcasting any of their programming using our (the public's) resource. It simply demands *accountability* for what they are broadcasting into our homes.

Thank you for the opportunity to comment on this extremely important issue.

Sincerely,

*Kenneth L. Calvert*  
*Patricia M. Calvert*

Kenneth L. Calvert, Ph.D.

Patricia M. Calvert

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Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M. Street N. W., Room 222  
Washington, DC 20554

MAR 5 1 1997

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Dear Chairman Hundt and Commissioners:

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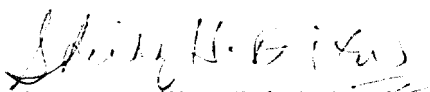
**RE: CS Docket No. 97-55, FCC 97-34**

I am writing to voice my opposition to the v-chip rating system as presented by the TV Rating Implementation Group. I don't believe that the rating symbol on the TV screen provides sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. I do not want the TV industry to interpret what is best for my children. I want to make those choices myself based on content information about the program. Any rating system without content descriptions on the screen and in periodicals that carry TV schedulings is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request that a content-based rating system be adopted which includes symbols about program content such a V (for violence), S (for sexual depiction and nudity), and L (for language). To assure that this rating system meets families' needs, I recommend that any proposed system be evaluated independent of the entertainment industry and the FCC.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

  
Summerville High School  
Summerville, SC

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Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M. Street N. W., Room 222  
Washington, DC 20554

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MAY 1 1997

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Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am writing to voice my opposition to the v-chip rating system as presented by the TV Rating Implementation Group. I don't believe that the rating symbol on the TV screen provides sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. I do not want the TV industry to interpret what is best for my children. I want to make those choices myself based on content information about the program. Any rating system without content descriptions on the screen and in periodicals that carry TV schedulings is useless.

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Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Summerville High School  
Summerville, SC

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March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am writing on behalf of the National PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is of no use.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for Violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Lori Sartorius Williams*

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# CHARLOTTE WOOD PTA

March 20, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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MAR 23 1997

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 96-34**

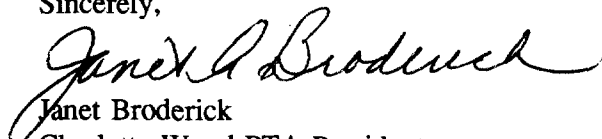
We are writing on behalf of the National PTA and the Charlotte Wood Middle School PTA, Danville California, to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- ◆ That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- ◆ That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- ◆ That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- ◆ That the rating board be independent of the industry and the FCC and that it include parents; and
- ◆ That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

  
Janet Broderick  
Charlotte Wood PTA President  
504 Zita Ct, Danville CA 94526

and members of the Charlotte Wood PTA board

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Andrews Elementary P.T.A.  
Portland, TX. 78374

March 10, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
191 M Street N.W., Room 222  
Washington, DC 20554

Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

This letter is written on behalf of the National PTA and the Andrews Elementary PTA of Portland, Texas to voice opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry's rating system. We request the following:

- \*That the FCC should not approve the industry's rating system and should accept no rating system that does not include content information about programs such as V (for violence), S (sexual depiction and nudity) and L (for language);
- \*That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- \*That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of the program;
- \*That the rating board be independent of the industry and the FCC and that it include parents; and
- \*That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Andrews Elementary PTA thanks you for the opportunity to comment on a matter so important to our children and families.

Sincerely,

*Jeri Mautchler*  
Portland, Texas

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PREPARED BY

DATE

Chairman Reed Hundt AND FCC Commissioners

March 25, 1997

Dear Chairman Hundt + Commissioners;

RE: C.S. Docket No 97-55, FCC 97-34

I am writing on behalf of the <sup>NATIONAL</sup> PTA and our Local P.T.A in Holden MA. I am sick & death watching Television at night with my 4 1/2 and 7 yr old son saying "whats that mean" with all the underling sexual contents of before 9:00pm T.V. Its all sex and whats wrong with society. We want to change the the rating system so we may determine what the time and contents are for the comedy and sitcoms television shows before 9:00pm. It is not working now with your developed rating system. Please change the guidelines to the industry rating system so the parents are informed on violence, language and sexual depiction.

The FCC must react to the message from all the parents who are concerned with what the children are gathering from these shows. Please change the rating system so we are informed. & do not accept their rating system.

Thankyou for your time and consideration



# SAMPLE LETTER TO THE FCC

Your letter must be received by April 8, 1997

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am (we are) writing on behalf of the National PTA and the local PTA (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Your Name Karen Hagan and Carolyn Sonnenberg, co-PTA Presidents  
Town, State Roswell High School  
Roswell, Georgia

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## NATIONAL PTA ACTION TO DATE

After conducting a national survey of our members, the National PTA held a press conference on November 21, 1996, to release our findings. We garnered exceptional press coverage in newspapers throughout the country, on numerous radio stations, and on NBC, CBS, ABC, FOX, and CNN. We also presented the survey results to Jack Valenti and the Television Ratings Implementation Group for use as they devised their rating system. After the rating group released its ratings, we voiced our opposition to the proposed system to the FCC, Mr. Valenti, and joined almost 30 other national organizations calling for content descriptors for television programs. And finally, we called on the FCC to accept public comment and hold hearings on this issue.



## FCC COMMENT PERIOD

On February 7, 1997, the Federal Communications Commission initiated an eight-week comment period on the proposed industry rating system. Between February 7, 1997, and April 8, 1997, the FCC will accept comments from individuals and organizations. The Telecommunications Act of 1996 requires the FCC to “consult with appropriate public interest groups and interested individuals from the private sector” about the industry’s voluntary plan, and then to determine if “such rules are acceptable to the Commission.”

To file comments, you must mail an original letter or send an e-mail message by April 8, 1997 to the FCC. Your letter will be distributed to all members of the FCC and included in the public record. All letters and e-mail messages **MUST** include the docket number: **CS Docket No. 97-55, FCC 97-34.**



## NATIONAL PTA CALL TO ACTION

Before April 8th, 1997, I urge you and your local PTA members to contact Reed Hundt, Chairman of the FCC to voice your opposition to the industry rating system and request a rating system that includes program content descriptors. You can use the enclosed sample letter as a guide, but a personalized letter—typed or handwritten—that includes your feelings about this issue will have the most impact. Please submit your comments—letter or e-mail message to:

**Mr. Reed Hundt and the FCC Commission**  
**Office of the Secretary**  
**1919 M Street N.W., Room 222**  
**Washington, DC 20554**  
**e-mail address: [vchip@fcc.gov](mailto:vchip@fcc.gov)**

So that we can gauge the level of participation of PTA members to this CALL TO ACTION, please mail, fax, or e-mail a copy of your letter to me:

**Joan Dykstra, President**  
**National PTA**  
**330 N. Wabash, Suite 2100**  
**Chicago, IL 60611-3690**  
**fax: (312) 670-6783**  
**e-mail: [information@pta.org](mailto:information@pta.org)**

# WEBER SCHOOL DISTRICT

March 18, 1997

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**BOARD OF  
EDUCATION**

Julie Broadbent  
Jerry DeGroot  
Judie Hancock  
Dr. Richard Sadler  
Mack Taft

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

**SUPERINTENDENT**

Dr. Steven R. Mecham

**ASSISTANT  
SUPERINTENDENTS**

Dr. Tim Chatelain  
Larry L. Yates

We are writing on behalf of the National PTA and the Weber School District Superintendency to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- \* That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- \* That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- \* That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- \* That the rating board be independent of the industry and the FCC and that it include parents; and
- \* That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Dr. Steven R. Mecham  
Superintendent



Dr. Tim Chatelain  
Asst. Superintendent



Larry Yates  
Asst. Superintendent

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M. Street N. W., Room 222  
Washington, DC 20554

FCC MAIL ROOM

MAR 31 1997

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Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am writing to voice my opposition to the v-chip rating system as presented by the TV Rating Implementation Group. I don't believe that the rating symbol on the TV screen provides sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. I do not want the TV industry to interpret what is best for my children. I want to make those choices myself based on content information about the program. Any rating system without content descriptions on the screen and in periodicals that carry TV schedulings is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request that a content-based rating system be adopted which includes symbols about program content such as V (for violence), S (for sexual depiction and nudity), and L (for language). To assure that this rating system meets families' needs, I recommend that any proposed system be evaluated independent of the entertainment industry and the FCC.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Summerville High School  
Summerville, SC

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March 26, 1997

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Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street, N.W. Room 222  
Washington, D.C. 20553

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FEDERAL COMMUNICATIONS COMMISSION

Dear Chairman Hundt and Commissioners:

I am writing on behalf of the National PTA and the local PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating. The rating symbol does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. I would appreciate if the TV industry would allow parents to interpret what is best for their children based on content information about the program. Any rating system without content descriptions on the screen that carry tv scheduling is useless.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Sherrie Thomas Byers  
Overland Park, KS 66223

Please excuse the highlighted typos. I was in an extreme hurry towards the end of my work day.

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March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commissioners  
1919 M. Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

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RE: CS Docket No. 97-55, FCC 97-34

We are writing on behalf of the National PTA and the Rea Woodman PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- \* That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);

- \* That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

- \* That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

- \* That the rating board be independent of the industry and the FCC and that it include parents; and

- \* That the rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank You for this opportunity to comment on an issue so important to children and families.

Sincerely,

Rea Woodman PTA  
Wichita, KS

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**PINECREST ELEMENTARY P.T.A.**  
10250 S.W. 57 AVENUE  
Miami, Florida 33156

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March 26, 1997

Chairman Reed Hundt  
Federal Communications Commission  
1919 M Street, N.W., Room 222  
Washington, DC 20554

RE: CS Docket No. 97-55, FCC 97-34

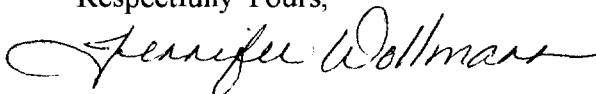
Dear Chairman Hundt,

I am writing this letter on behalf of the National and Pinecrest Elementary School PTAs to express our opposition to the current television industry proposed age-based rating system, which does not identify the sex, violence and language content of the program. In order to provide parents with the information they need to determine whether or not a show is appropriate for their child, versus appropriate for an age group, the content of the program needs to be identified.

Major surveys conducted by the National PTA, U.S. News & World Report, and the Media Studies/Roper Center showed an overwhelming preference to a content-based rating system over an aged-based one. If the FCC is truly committed to providing parents with a tool to monitor the content of children television programs, please approve a rating system that reflects what paramaters they want to monitor. Any rating system short of that will merely be appeasing the television industry and will fall short of meeting the intent of the Telecommunications Act of 1996.

We appreciate the opportunity to comment on this issue.

Respectfully Yours,



Jennifer Wollmann  
Health and Safety Chair

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March 25, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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RE: CS Docket No. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

As concerned parents and members of our PTA, we are writing to voice our opposition to the v-chip rating systems presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that we, as parents, can make decisions about what is appropriate for our children to watch. We do not want the TV industry to interpret what is best for our children. We want to make those choices ourselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That the FCC should accept no rating system that does not include content information about programs, such as "V" (for violence), "S" (for sexual depiction and nudity), and "L" (for language);
- That the FCC require a v-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets with the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Mr. & Mrs. Robert Cornell*

Mr. & Mrs. Robert Cornell  
48 Arlington Avenue  
Yardville, NJ 08620

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March 25, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

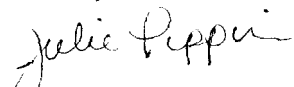
I am writing on behalf of the National PTA and the local PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Julie Pippin  
Oklahoma City, OK

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